

ORDER



Orders
Order / Rev: 708397
Alt Order #: 06290639
Product Desc: KLINE FOR CONGRESS
Estimate: 213
Flight Dates: 10/30/12 - 11/05/12
Original Date / Rev: 10/26/12 / 10/26/12
Order Type: Political

KARE

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Stevens Reed Curcio & Potholm Medi
Buying Contact:
Billing Contact:
 201 North Union Street, Suite 200
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: JOHN KLINE/R/CON/MN
Demographic: A35+
Product Codes: PL-US House Representative
Priority: P-4
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	73	\$70,675.00	\$60,073.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	73	\$70,675.00	\$60,073.75	0.00
Totals	73	\$70,675.00	\$60,073.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KARE	24%	\$70,675.00
Market	100%	\$294,479.17

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAWB	0%	\$0.00
KAWF	0%	\$0.00
KCCO	0%	\$0.00
KCCW	0%	\$0.00
KFTC	0%	\$0.00
KMSP	11%	\$32,392.71
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
KSTP	14%	\$41,227.08
KTCA	0%	\$0.00
KTCI	0%	\$0.00
KWCM	0%	\$0.00
UNKWN	0%	\$0.00
WCCO	51%	\$150,184.38
WFTC	0%	\$0.00

Order / Rev: 708397
 Alt Order #: 06290639
 Flight Dates: 10/30/12 - 11/05/12

Advertiser: JOHN KLINE/R/CON/MN
 Product Desc: KLINE FOR CONGRESS
 Estimate: 213
KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KARE	10/30/12	11/05/12	M-F 1-2p Rachel Ray	CM	1P-2P	- TWTF - -	:30	2	\$250.00	P-4	0.00	NM	2	\$500.00
		RACHAEL RAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/30/12	11/05/12	- TWTF - -		2			\$250.00			0.00			
N 2	KARE	10/30/12	11/05/12	M-F 10-1035p KARE News 10p	CM	10-1035p	- TWTF - -	:30	3	\$3,375.00	P-4	0.00	NM	3	\$10,125.00
		NEWS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/30/12	11/05/12	- TWTF - -		3			\$3,375.00			0.00			
N 3	KARE	10/30/12	11/05/12	Tonight Show Tonight Show	CM	1035pm-1135pm	- TWTF - -	:30	2	\$650.00	P-2	0.00	NM	2	\$1,300.00
		TONIGHT SHOW													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/30/12	11/05/12	- TWTF - -		2			\$650.00			0.00			
N 4	KARE	10/30/12	11/05/12	Days of Our Lives Days of Our Lives	CM	12-1p	MTWTF - -	:30	5	\$300.00	P-4	0.00	NM	5	\$1,500.00
		DAYS-LIVES													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF - -		5			\$300.00			0.00			
N 5	KARE	10/30/12	11/05/12	M-F 2-3p The Doctors	CM	2P-3P	- TWTF - -	:30	3	\$300.00	P-4	0.00	NM	3	\$900.00
		THE DOCTORS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/30/12	11/05/12	- TWTF - -		3			\$300.00			0.00			
N 6	KARE	10/30/12	11/05/12	M-F 3-4p DR OZ	CM	3-4p	MTWTF - -	:30	5	\$675.00	P-4	0.00	NM	5	\$3,375.00
		DR. OZ													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF - -		5			\$675.00			0.00			
N 7	KARE	10/30/12	11/05/12	M-F 4-430p KARE 11 4 News	CM	4-430P	- TWTF - -	:30	2	\$525.00	P-4	0.00	NM	2	\$1,050.00
		KARE 4P NEWS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/30/12	11/05/12	- TWTF - -		2			\$525.00			0.00			
N 8	KARE	10/30/12	11/05/12	M-F 430-5p Jeopardy	CM	430-5P	- TWTF - -	:30	3	\$1,350.00	P-4	0.00	NM	3	\$4,050.00
		JEOPARDY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/30/12	11/05/12	- TWTF - -		3			\$1,350.00			0.00			
N 9	KARE	10/30/12	11/05/12	M-F 5-530p KARE 11 5 News	CM	5-530p	- TWTF - -	:30	5	\$1,975.00	P-4	0.00	NM	5	\$9,875.00
		KARE 5P NEWS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/30/12	11/05/12	- TWTF - -		5			\$1,975.00			0.00			
N 10	KARE	10/30/12	11/05/12	M-F 6-630p KARE 11 6 News	CM	6-630p	MTWTF - -	:30	5	\$1,975.00	P-4	0.00	NM	5	\$9,875.00
		KARE 6P NEWS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF - -		5			\$1,975.00			0.00			
N 11	KARE	10/30/12	11/05/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	MTWTF - -	:30	5	\$1,000.00	P-4	0.00	NM	5	\$5,000.00
		SUNRISE 6A													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF - -		5			\$1,000.00			0.00			
N 12	KARE	10/30/12	11/05/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	- TWTF - -	:30	2	\$2,700.00	P-4	0.00	NM	2	\$5,400.00
		ET													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/30/12	11/05/12	- TWTF - -		2			\$2,700.00			0.00			
N 13	KARE	10/30/12	11/05/12		CM	7-9a	MTWTF - -	:30	5	\$900.00	P-4	0.00	NM	5	\$4,500.00

Order / Rev: 708397
 Alt Order #: 06290639
 Flight Dates: 10/30/12 - 11/05/12

Advertiser: JOHN KLINE/R/CON/MN
 Product Desc: KLINE FOR CONGRESS
 Estimate: 213
KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount		
				Today Show		Today Show											
				Today Show													
				TODAY SHOW													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>								
Week:		10/30/12	11/05/12	MTWTF--	5		\$900.00		0.00								
N 14	KARE	10/30/12	11/05/12	M-F 9-10a TODAY	CM	9-10a	- TWTF--	:30	2	\$350.00	P-4	0.00	NM	2	\$700.00		
				TODAY 2													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>								
Week:		10/30/12	11/05/12	- TWTF--	2		\$350.00		0.00								
17	KARE	11/03/12	11/03/12	Sat 5-530p KARE 11 5 News Sa	CM	5-530P	-----S-	:30	1	\$585.00	P-4	0.00	NM	0	\$0.00		
				SAT 5P NEWS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>								
Week:		10/29/12	11/04/12	-----S-	1		\$585.00		0.00								
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>				
1	KARE	10/29/12-11/04/12		Sat 5-530p	5-530P		-----Sa--	:30		(\$585.00)		0.00	NM				
				Credited [CR]													
N 18	KARE	11/03/12	11/03/12	Sat 6-630p KARE 11 6 News Sa	CM	6-630P	-----S-	:30	1	\$1,450.00	P-4	0.00	NM	1	\$1,450.00		
				SAT 6P NEWS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>								
Week:		10/29/12	11/04/12	-----S-	1		\$1,450.00		0.00								
N 23	KARE	11/04/12	11/04/12	Sun 5-530p KARE 11 5 News Su	CM	5-530P	-----S	:30	1	\$1,450.00	P-4	0.00	NM	1	\$1,450.00		
				SU 5P NEWS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>								
Week:		10/29/12	11/04/12	-----S	1		\$1,450.00		0.00								
N 25	KARE	10/30/12	11/05/12	M-F 1-2p Rachel Ray	CM	1P-2P	MTWTF--	:30	2	\$250.00	P-4	0.00	NM	3	\$750.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>								
Week:		10/29/12	11/04/12	- TWTF--	2		\$250.00		0.00								
Week:		11/05/12	11/11/12	M-----	1		\$250.00		0.00								
N 26	KARE	10/30/12	11/05/12	Days of Our Lives Days of Our Lives	CM	12-1p	MTWTF--	:30	2	\$300.00	P-4	0.00	NM	3	\$900.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>								
Week:		10/29/12	11/04/12	- TWTF--	2		\$300.00		0.00								
Week:		11/05/12	11/11/12	M-----	1		\$300.00		0.00								
N 27	KARE	10/30/12	11/05/12	M-F 2-3p The Doctors	CM	2P-3P	MTWTF--	:30	2	\$300.00	P-4	0.00	NM	3	\$900.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>								
Week:		10/29/12	11/04/12	- TWTF--	2		\$300.00		0.00								
Week:		11/05/12	11/11/12	M-----	1		\$300.00		0.00								
N 28	KARE	10/30/12	11/05/12	M-F 4-430p KARE 11 4 News	CM	4-430P	MTWTF--	:30	2	\$525.00	P-4	0.00	NM	3	\$1,575.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>								
Week:		10/29/12	11/04/12	- TWTF--	2		\$525.00		0.00								
Week:		11/05/12	11/11/12	M-----	1		\$525.00		0.00								
N 29	KARE	10/30/12	11/05/12	M-F 430-5p Jeopardy	CM	430-5P	- TWTF--	:30	2	\$1,350.00	P-4	0.00	NM	2	\$2,700.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>								
Week:		10/29/12	11/04/12	- TWTF--	2		\$1,350.00		0.00								
Week:		11/05/12	11/11/12	-----	0		\$0.00		0.00								
N 30	KARE	10/30/12	11/05/12	M-F 5-6a KARE First Edition M-F	CM	5-6a	MTWTF--	:30	4	\$350.00	P-4	0.00	NM	5	\$1,750.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>								
Week:		10/29/12	11/04/12	- TWTF--	4		\$350.00		0.00								
Week:		11/05/12	11/11/12	M-----	1		\$350.00		0.00								
N 31	KARE	10/30/12	11/05/12	M-F 9-10a TODAY	CM	9-10a	MTWTF--	:30	2	\$350.00	P-4	0.00	NM	3	\$1,050.00		

Order / Rev: 708397
 Alt Order #: 06290639
 Flight Dates: 10/30/12 - 11/05/12

Advertiser: JOHN KLINE/R/CON/MN
 Product Desc: KLINE FOR CONGRESS
 Estimate: 213
KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N31	KARE	10/30/12	11/05/12	M-F 9-10a TODAY	CM	9-10a	MTWTF--	:30	2	\$350.00	P-4	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF--		2				\$350.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$350.00		0.00			
Totals														73	\$70,675.00